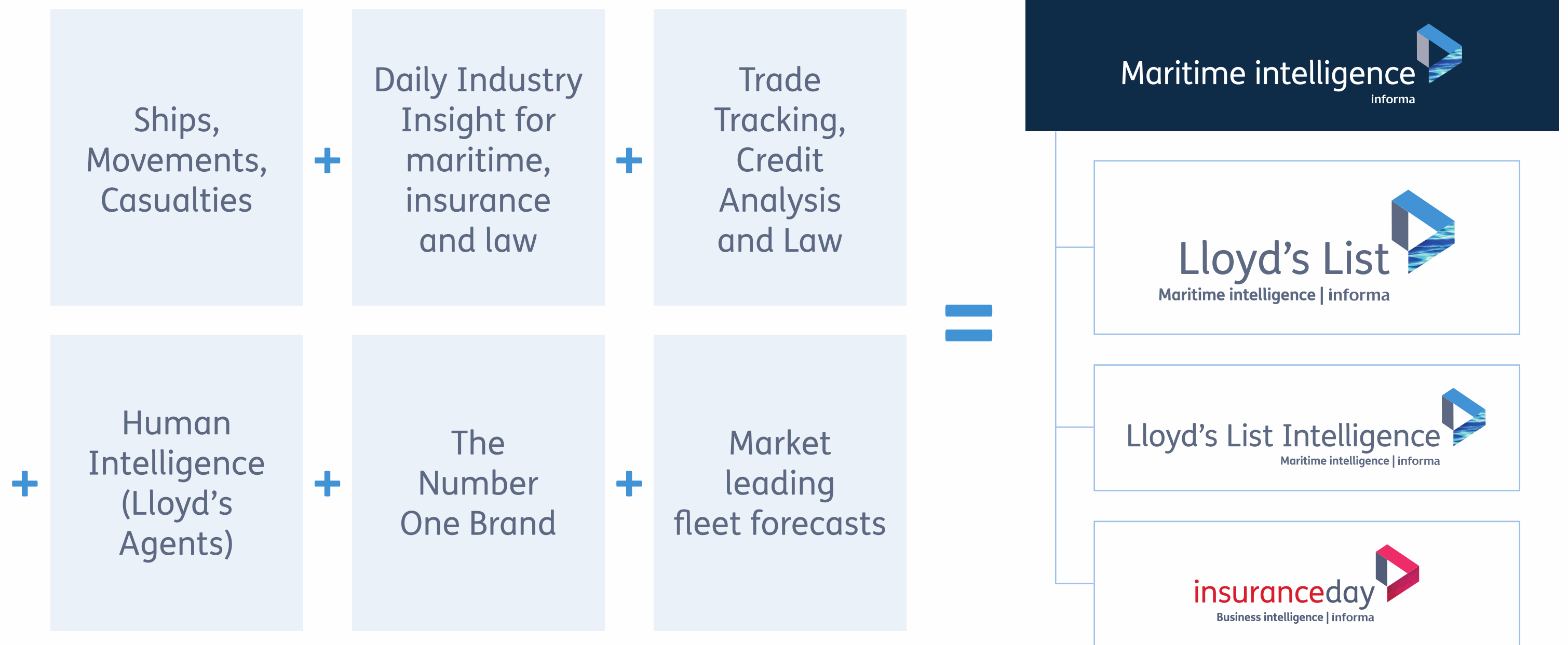


Authority. Trusted  
analysis. Data. Award  
Insight. Regulation. Finance.  
the specialist. Digital disruption.  
**Lloyd's List Evolution.** Specialist  
knowledge. Overcapacity. Consolidation.  
Freight rates. Alliances. Volatility. M&A.  
China. Supply & Demand. Risk.  
Operations. Competition. Arctic.  
Disruption. Protectionism. Regional

# A unique mix of award winning news, analysis, data, insight and intelligence



# Lloyd's List is required reading for the global shipping industry

Our customers, by sector



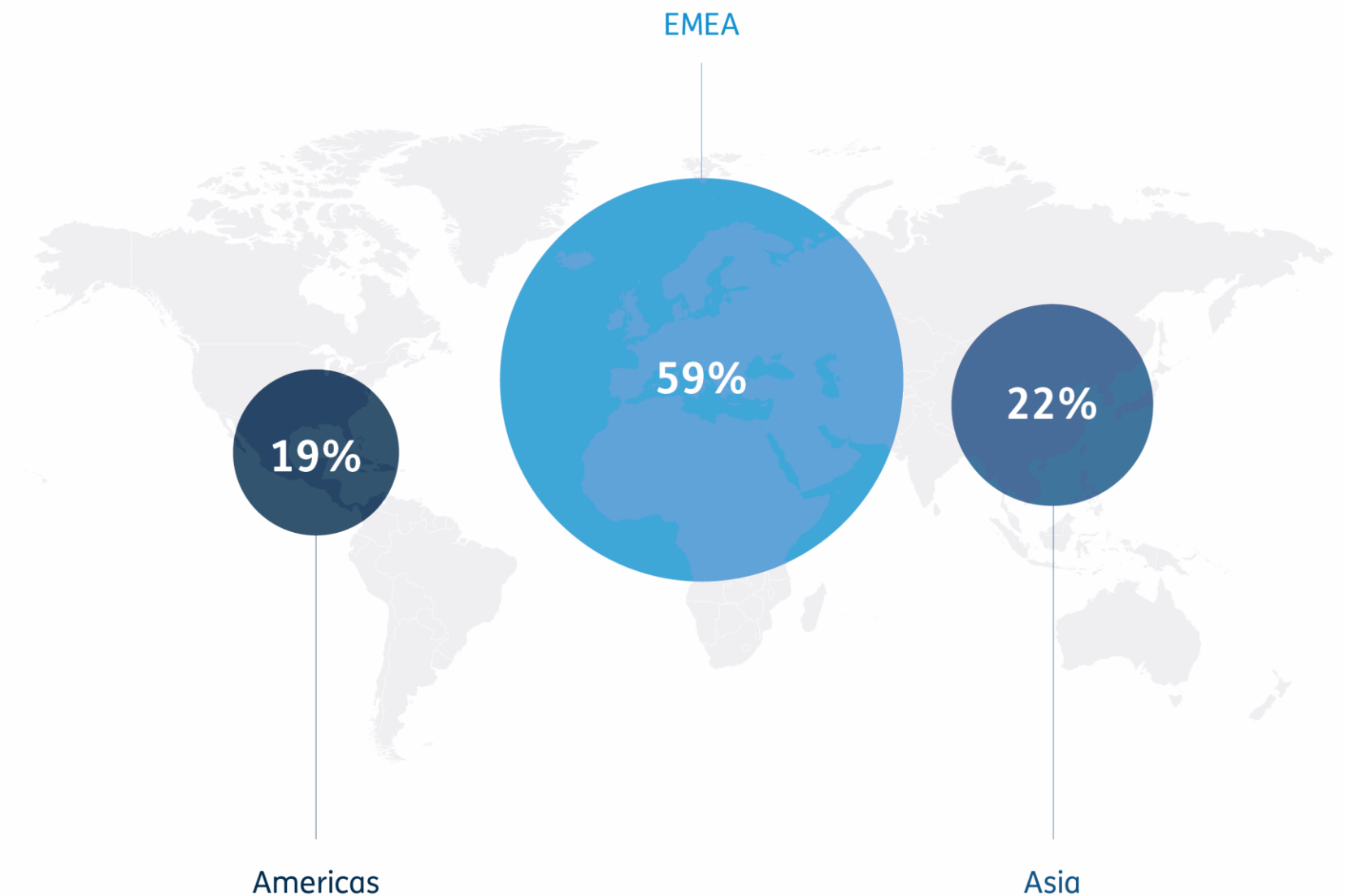
Shipping and trade finance / 12%  
Ship owners, operators and service / 35%  
Commodities and energy / 15%  
Maritime Law / 19%  
Other / 19%

Our customers, by job type



Senior management / 30%  
Owner/partner/president / 29%  
Middle management / 20%  
Other / 16%  
Junior management / 5%

Our customers, by region



# Meeting the needs of a globalised industry



**+40%**

A 40% increase in  
editorial headcount  
2015



**30+**

News stories  
delivered daily



**90,000+**

Unique visitors  
monthly



**20+**

Journalists



**60+**

Analysts



**700**

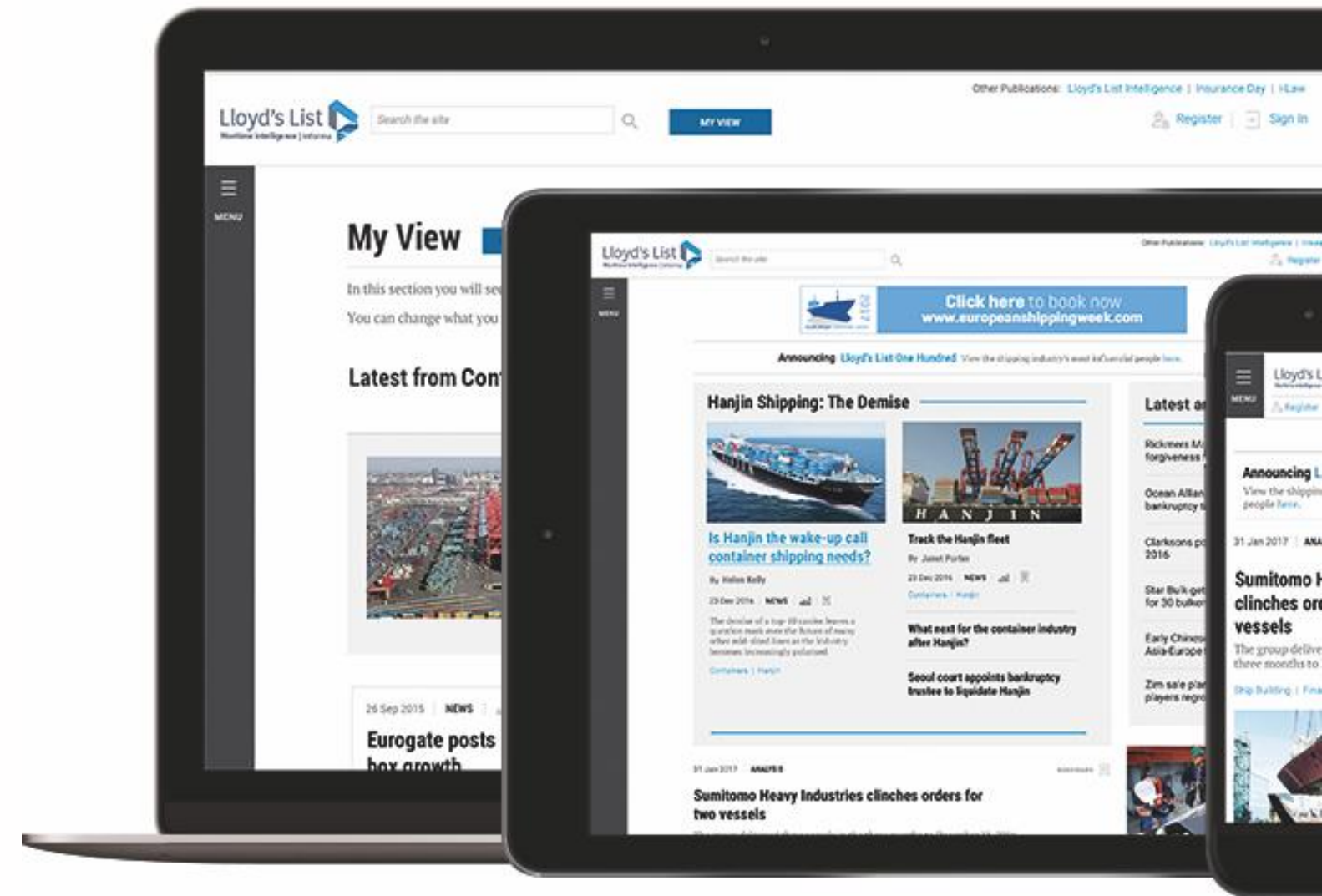
Port Agents



# The Lloyd's List evolution transforming to meet the needs of our clients

« The next stage in Lloyd's List's digital evolution will give our subscribers improved access to more of the market-leading news and insight they rely on. The result of extensive user testing and feedback, the new look incorporates several changes and additions, including personalised news feeds, greatly improved display on mobile devices and more contextualised data. »

**Richard Meade**  
managing editor, Lloyd's List



# Market validation

Primary source of market validation – in-person interviews by product management; commercial and editorial staff.

Interviews By Segment



Law and Insurance / 17%  
Ship Owner/Operator / 9%  
Finance / 3%  
Shipping Services / 16%

Interviews By Location



Europe / 25%  
Asia / 18%  
Americas / 2%

## Consistent Feedback Themes

### Discoverability

*When shown special reports section in discussion: “Oh I hadn’t realised you had that. You should do a much better job of highlighting it.”*

### Engagement

*“From your daily emails it’s not particularly clear that you can offer me specialist analysis (not just news) in my sector.”*

### Mobile Optimisation

*“My day starts at 6.30am on my mobile as I work with Asia – I should have access to all I need whilst on the move.”*

### Data in Context

*“I update members with quarterly financials for companies in our syndicate. The data you have will support that research. The depth of the data [you showed me] isn’t obvious to me, at first glance”*

To be involved in future phases of validation – contact your account manager

# You asked for mobile delivery, personalisation, integrated data

Just some  
of the  
features the  
new  
platform  
delivers

We know clients were frustrated by the lack of mobile availability with responsive design, poor discoverability and lack of integrated data

## Enhanced engagement

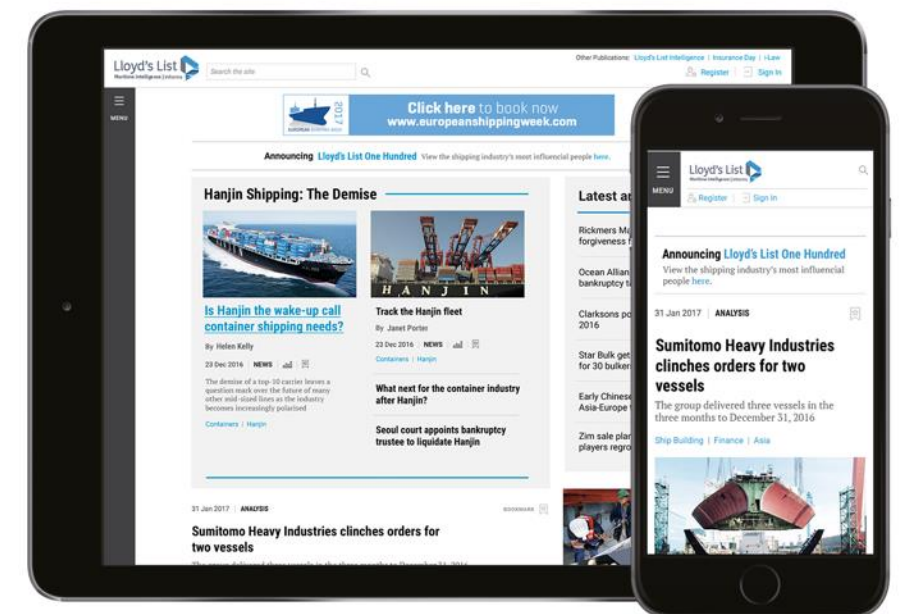
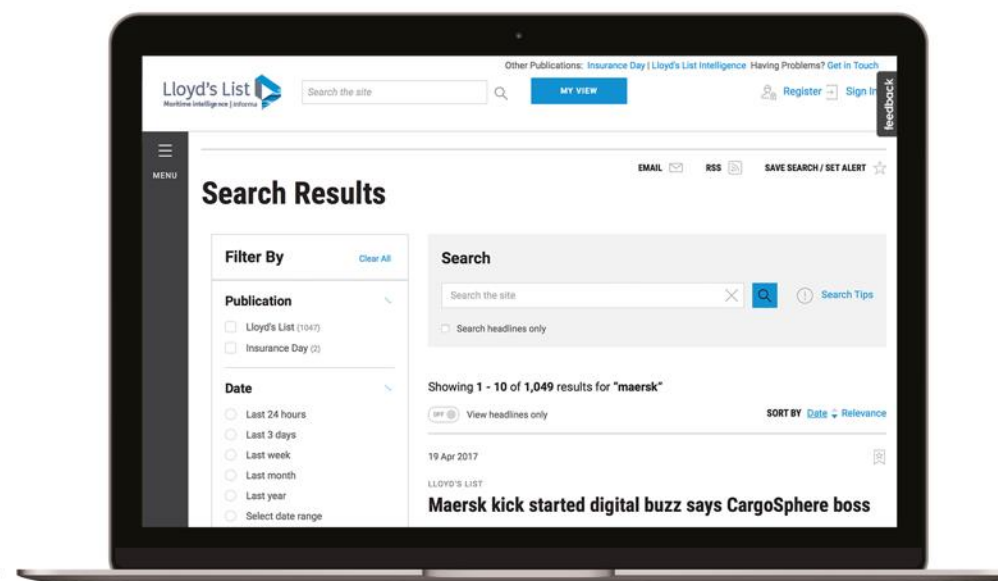
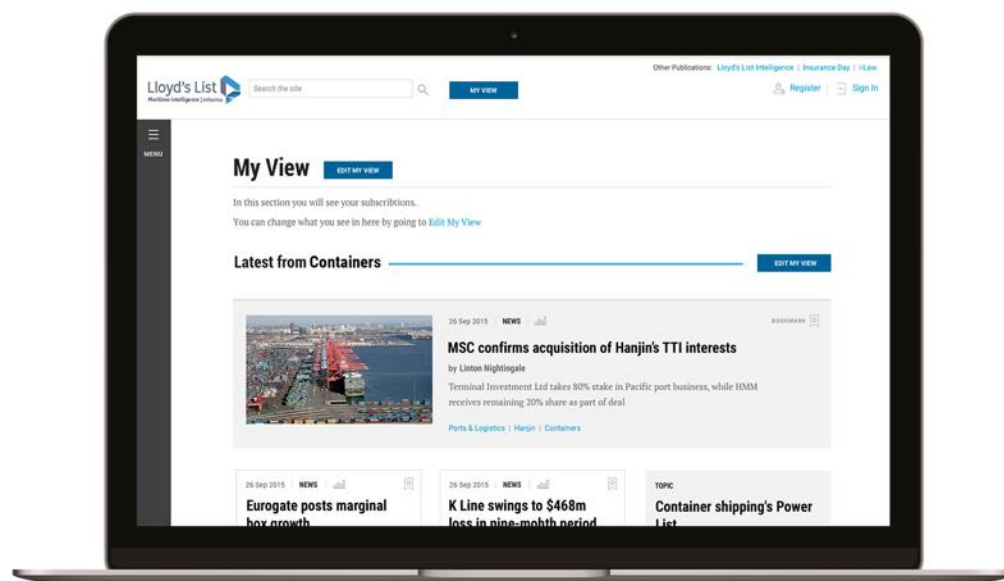
Personalised content with, better search and taxonomy, flexible templates and improved e-mail

## Improved discoverability

Cleaner, more intuitive personalised signposting that showcases high value content without losing essential news

## Fully mobile

Responsive mobile delivery of content across all insight products



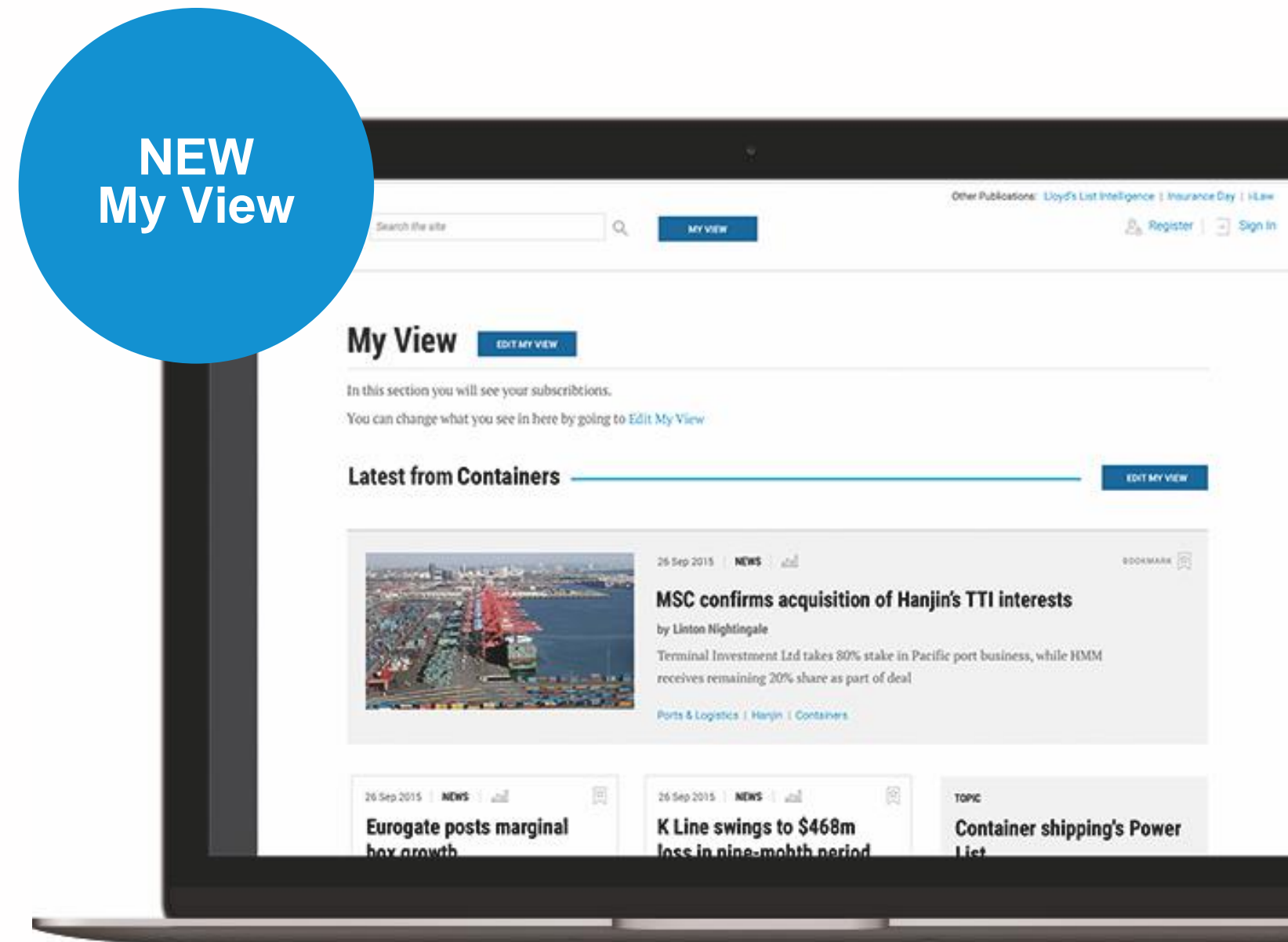
# Personalised news feeds

The value of our news lies in our commitment to verify, analyse and double check sources. When our subscribers read something in Lloyd's List, they can trust it is credible, transparent and true.

« Lloyd's List provides me with the news I need to do business in Shipping »

**Mitigate the uncertainty.**

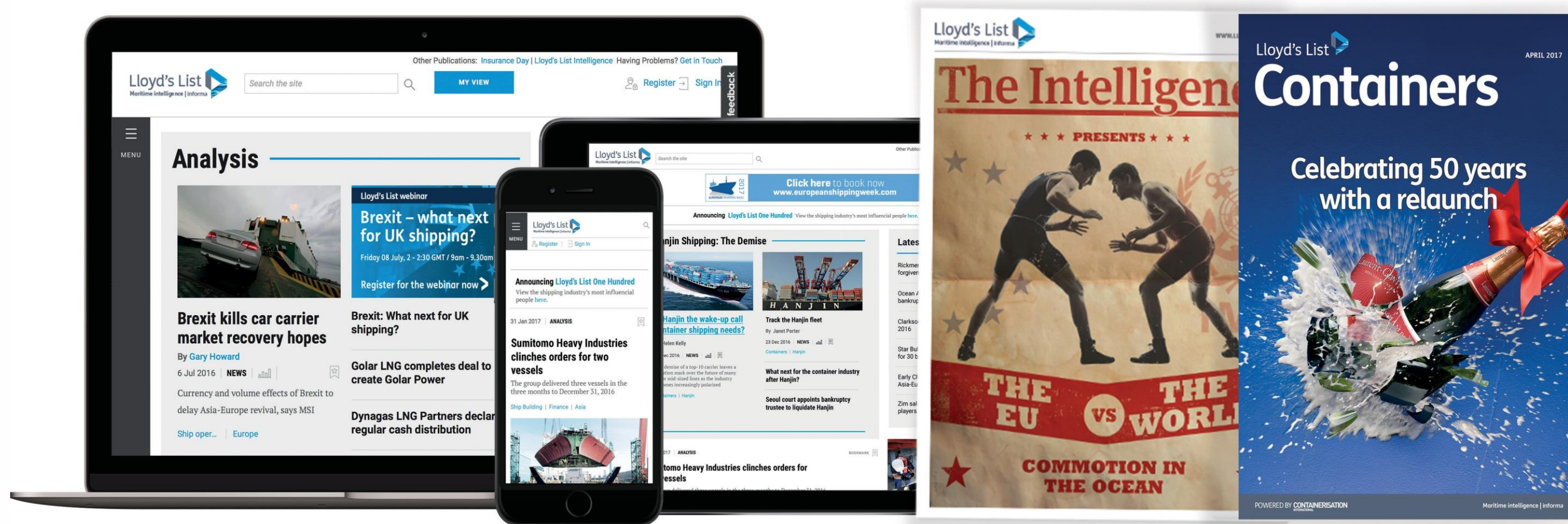
Don't miss market opportunities or strategic missteps that could cost millions





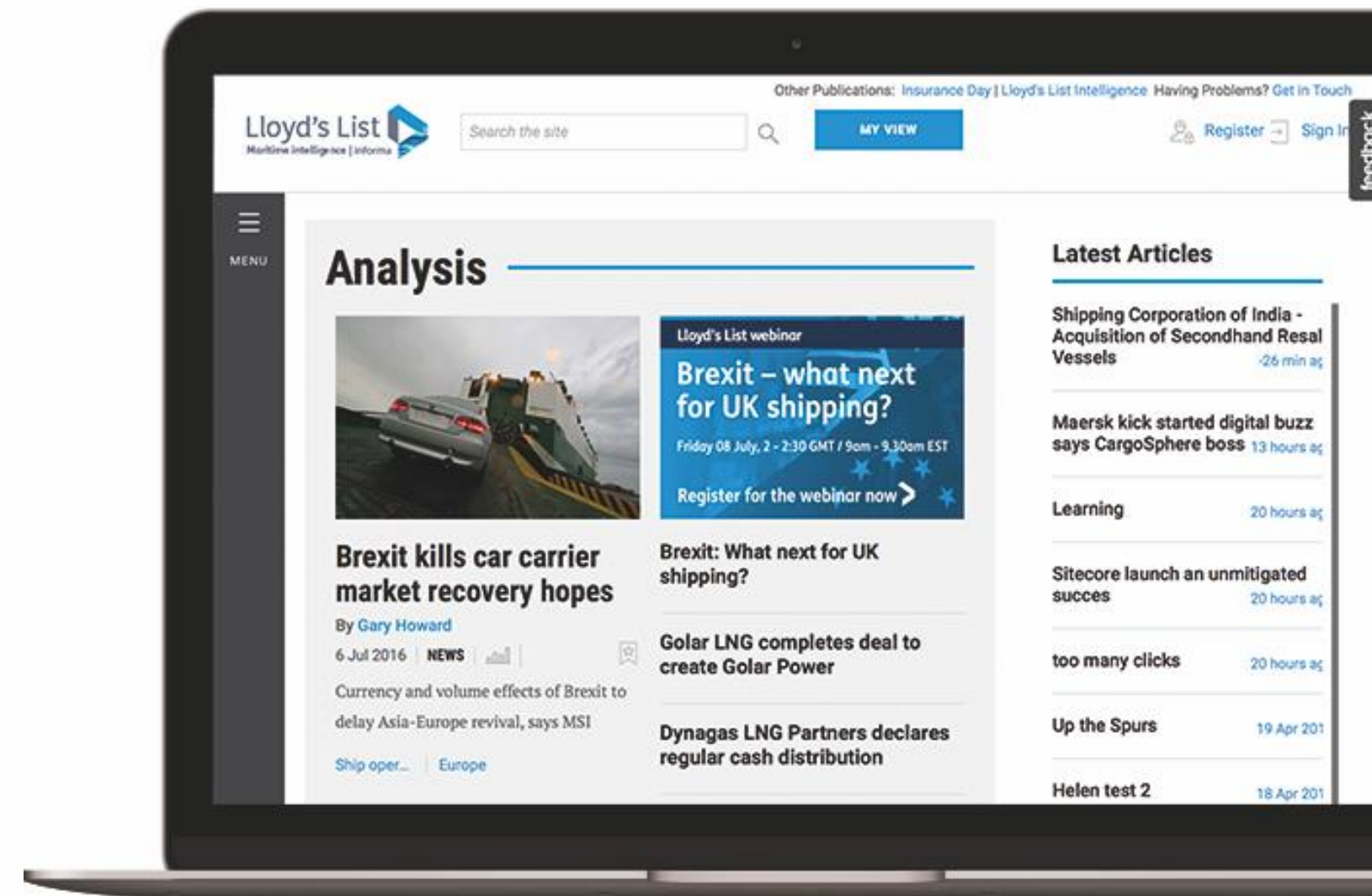
# Analyses of market intelligence

Our journalists are able to move beyond reactive news gathering to credible, actionable analysis of the market implications of any event thanks to our market leading data analysis and forecasting capabilities.



# Data in context

Lloyd's List Intelligence offers our journalists an unrivalled access to the raw data that others simply cannot match. Our analysis is based on the most accurate account of global seaborne trade in the business.



## Information is power in shipping.

Lloyd's List provides you with the valuable long-term picture, interpreting the signals in the data and their bearing on your strategy.



# Awards winning editorial

Lloyd's List has a 300-year-old tradition of authoritative, trusted journalism and analysis performed by industry experts

## Trusted insight



**Richard Meade**

Managing editor  
@Lloydslisted



**Helen Kelly**

European  
editor in chief  
@HelenKelly\_LL



**Janet Porter**

Editor in chief,  
Containers  
@JanetPorter\_LL



**James Baker**

Editor, Lloyd's List  
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@JamesBakerCI



**Max Ting  
Yao Lin**

Markets editor  
@MaxL\_lloydslist



**Gary Howard**

News editor  
@LloydsListGary



**Hadhi Abdul**

Asia editor  
@hadhi786



**Lambros  
Papaeconomou**

US correspondent  
@lpapaeconomou

**The established leader in accurate shipping news and intelligence.**

All Lloyd's List stories are verified by our highly qualified editorial team who continue to uphold a near 300-year old tradition of quality journalism that makes a difference to our readers.

# Lloyd's List editorial team provides you with key industry trends, developments, companies, sectors and regions.

- Containers
- Dry Bulk
- Tankers & Gas
- Casualty
- Environment
- Finance; Insurance
- Law; Ports & Logistics
- Regulation; Safety
- Sale and Purchase
- Shipbuilding
- Technology
- Innovation.

We validate and filter information from hundreds of sources providing you with trusted insight.



Anticipate market shifts



Avoid risks



Spot opportunities



Make the right decisions



Foster relationships



# Lloyd's List benefits your entire enterprise

## Strategic

- Anticipate competitive threats and strategic direction
- Understand competitive landscape & opportunities

## Analytic

- Research market needs & perform gap analysis
- Examine current trends in shipping – what does it mean for your business

## Business development

- Identify sales opportunities and link offerings with company or market developments
- Lend extra credibility to client meetings

# The Lloyd's List service

Lloyd's List is easy to customise. At an individual user level, you can monitor specific companies and set up personalised alerts – this gives you the information you need to make the right strategic decisions quickly:

- Monitoring competitor activity;
- Analysing market trends;
- Look for new opportunities.



**Available via Mobile and tablet**



**Alerts**



**E-mail newsletters**



**Alerts**

## The Intelligence

# Core themes for shipping in 2017

## **Volatility** and lots of it

The road ahead will be bumpy. Expect to see low, but persistently volatile, freight rates as well as commodity prices. The game is to find opportunity amid the threat

## **Access to capital** reaches critical mass

Increasingly selective financing (both bank debt and equity) will ultimately lead to consolidation and corporatisation

## **China** is still the answer to most questions

China, the engine of growth, is in transition. The question remains – what does China's new normal look like?

## **Consolidation** is inevitable but not uniform

Size matters more than ever, but it's what you do with it that counts. Expect economies of scale at the top, niche plays at the bottom and a squeezed middle.

## **Flexibility** is expensive but necessary

Future proofing is key. There is no single strategy convincing enough to support a technology decision for the full life-span of a ship any more

## **Cyber risk** should be worrying more people

The hacking threat is a part of the picture, but this is about the connectivity between machines and people – Big Data

## **Regulation** is worrying our customers

From Ballast Water to sanctions, the flood of rules and regs is increasing in complexity and volume. Expect more regionalism in the mix and a new IMO approach

## **Black swans** could yet change everything

Expect the unexpected and remain nimble enough to adapt your strategy. Well managed risk and discipline are good options, but luck helps

# The Lloyd's List advantage

Lloyd's List offers you a distinct advantage as you face intense competition of the global marketplace.

- Save time by giving you all the business intelligence you need in a single easy-to-use system;
- Provides in-depth insight into the global trade;
- Helps you make better-informed strategic decisions that save money and reduce risk;
- Delivers accurate, comprehensive and timely competitive intelligence, so you can answer key questions.

**Knowing the answers to these vital questions is essential for success in today's demanding shipping industry. To get the right answers, you need the right insight**



# Just the beginning



« This is just the next stage in Lloyd's List's digital development. Subscribers can expect more improvements and features to come as a result of this latest investment in new technology. »

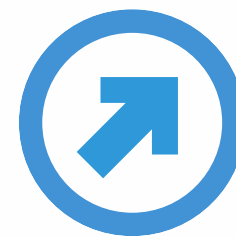
**Richard Meade**

managing editor, Lloyd's List



2015

The launch of The Intelligence in 2015



+40%

A 40% increase in editorial headcount 2015



\$1.7m

investment in new technology

# Contact us

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